

IN THE CLAIMS:

The status of the claims is provided:

1. (currently amended) A product display stand, comprising:
 - a vertical support having a first end and a second end,
 - an arm connected to said first end and extending outwardly therefrom,
 - a product being displayed connected to and suspended from a distal end of said arm, wherein said product is a ceiling fan, said distal end radially spaced from a central axis of said vertical support;
 - a base plate connected to said second end of said vertical support, and:
support braces extending upwardly perpendicular to said base plate and adjacent to said vertical support, said base plate having a planar rectangular shape; and
a horizontal base comprising at least one tubular member defining a periphery thereof and forming a T-shaped outline, said base plate secured to a first portion of said horizontal base proximate the periphery thereof, said horizontal base having a second portion extending outwardly from said vertical support and configured for receiving a plurality of ceiling fan boxes.
2. (previously presented) The stand described in claim 1, wherein said vertical support is comprised of first, second, and third segments, a top of said first segment connecting with a base of said second segment, a top of said second segment connecting to a base of said third segment, and a top of said third segment connecting to said arm.
3. (previously presented) The stand as described in claim 2 wherein each of said first, second, and third segments has a frustoconical end, each said frustoconical

end is secured to an adjacent segment by a threaded bolt extending perpendicularly through both said segments.

4. (previously presented) The stand as described in claim 26, wherein, each of said first tubular member and said second tubular member has a first end and a second end, a frustoconical portion of said second tubular member first end slides inside said first tubular member first end to form a single joint, said base plate is connected to said first tubular member at an intermediate point thereof, said base plate is connected to said second tubular member adjacent to said second end thereof.
5. (previously presented) The stand as described in claim 4, wherein said first tubular member is longer than said second tubular member, said first tubular member extending into an interior of said T-shaped outline to form a channel, said channel having an opening perpendicular to said channel longitudinal axis.
6. (canceled)
7. (previously presented) The stand as described in claim 4, wherein said horizontal base is configured so that said first tubular member second end and said second tubular member second end extend perpendicular to said first tubular member first end and said second tubular member first end.
8. (previously presented) The stand as described in claim 7 wherein each of said first and said second tubular members are configured to have five 90° bends.

9. (previously presented) The stand as described in claim 8, wherein said first tubular member second end extends into an interior of said T-shaped outline further than said second tubular member second end.

Claims 10-11 (canceled)

12. (original) The stand as described in claim 1 further comprising sign support elements extending perpendicular to said vertical support, said vertical support being tubular.

13. (previously presented) The stand as described in claim 4, wherein said joint is positioned on a vertical plane that passes through each of said base plate, said vertical support, said arm, and said product, said vertical plane also passing through said horizontal base first tubular member second end.

Claims 14-18 (Canceled).

19. (previously presented) The stand described in claim 1, wherein said arm has a U-shape and said distal end is oriented in a downwardly direction, said distal end connected to a planar horizontal mounting bracket, said ceiling fan being connected to said mounting bracket.

Claims 20-21 (canceled)

22. (previously presented) The display stand described in claim 1 wherein said horizontal base second portion comprises a planar horizontal display surface.

23. (previously presented) The display stand described in claim 1 wherein said arm extends above and parallel to said horizontal base.

Claims 24-25 (canceled)

26. (previously presented) The display stand of claim 1, wherein said horizontal base comprises:

a first tubular member having parallel legs;

a second tubular member disposed opposite said first tubular member, said second tubular member having parallel legs extending parallel to and spaced from said first tubular member parallel legs, wherein

said first tubular member is connected to said second tubular member to form the T-shaped outline, and said base plate is secured to adjacent ones of said first and second tubular member parallel legs proximate the periphery of said horizontal base.

27. (new) A product display stand, comprising:

a vertical support having a first end and a second end,

an arm connected to said first end and extending outwardly therefrom, a product being displayed connected to and suspended from a distal end of said arm, wherein said product is a ceiling fan, said distal end radially spaced from a central axis of said vertical support;

a base plate connected to said second end of said vertical support; and

a horizontal base comprising at least one tubular member defining a periphery thereof and forming a T-shaped outline, said base plate secured to a first portion of said horizontal base proximate the periphery thereof, said horizontal base having a second portion extending outwardly from said vertical support and configured for receiving a plurality of ceiling fan boxes,

wherein said vertical support is comprised of first, second, and third segments, a top of said first segment connecting with a base of said second segment, a top of said second segment connecting to a base of said third segment, and a top of said third segment connecting to said arm.

28. (new) A product display stand, comprising:

- a vertical support having a first end and a second end;
- an arm connected to said first end and extending outwardly therefrom;
- a product being displayed connected to and suspended from a distal end of said arm, said distal end radially spaced from a central axis of said vertical support;
- a base plate connected to said second end of said vertical support;
- a horizontal base having an area of a predetermined shape and including an elongated support member extending at least around a periphery of the area of the predetermined shape to define the predetermined shape, said base plate secured to a portion of said horizontal base proximate the periphery thereof; and
- at least one box having the same product packaged therein, the at least one box being stacked on the horizontal base.

29. (new) The product display stand of claim 28, further comprising:

- support braces extending upwardly perpendicular to said base plate and adjacent to said vertical support, said base plate having a planar rectangular shape.

30. (new) The product display stand of claim 28, wherein said vertical support is comprised of first, second, and third segments, a top of said first segment connecting with a base of said second segment, a top of said second segment connecting to a base of said third segment, and a top of said third segment connecting to said arm.